
Online Presence for Researchers

Using websites & social media for knowledge dissemination, collaboration,
and profile raising (while still having time for your research)

Joe Rubin &
Shannon Lucky



Follow along with our examples & share your own at:

tinyurl.com/ceblip16



Why Bother?

Choose Your Weapon

Websites

What to Include

Technical Tips

Analytics

Content & Design

Promotion

Thank You

Why Bother?

Everyone has an online identity (whether you like it or not)

Cultivating your online identity...

- Lets you express who you are and what you do as a researcher
 - Brings together your research profile in a place you can control
 - Provides a point of contact for collaborators, students, & media
 - Disseminates your research to a wider audience
 - Demonstrates your impact beyond scholarly citation rates
-

Choose Your Weapon(s)

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- Personal Website
- Institutional Website
- Facebook
- Twitter
- YouTube
- Flickr
- Pinterest
- Instagram
- Google+
- LinkedIn
- Academia.edu
- Researchgate
- Mendeley
- CiteULike
- Epernicus
- Blogging
- Podcasting ...

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What to Include

Minimum

- Your name & a good photo
- Contact information
- CV (or “contact me for my CV”)

-
- Research & teaching interests
 - Publications (include links)
 - Courses taught
 - Links to other profiles (institutional profile, ORCID, LinkedIn, etc.)

Unlimited Options

- Project profiles
 - List students/collaborators
 - News
 - Links to course websites, online resources
 - Photos from the lab/field research /events/your office
 - Curated list of resources for teaching & the broader research community
 - Annotated bibliography
-

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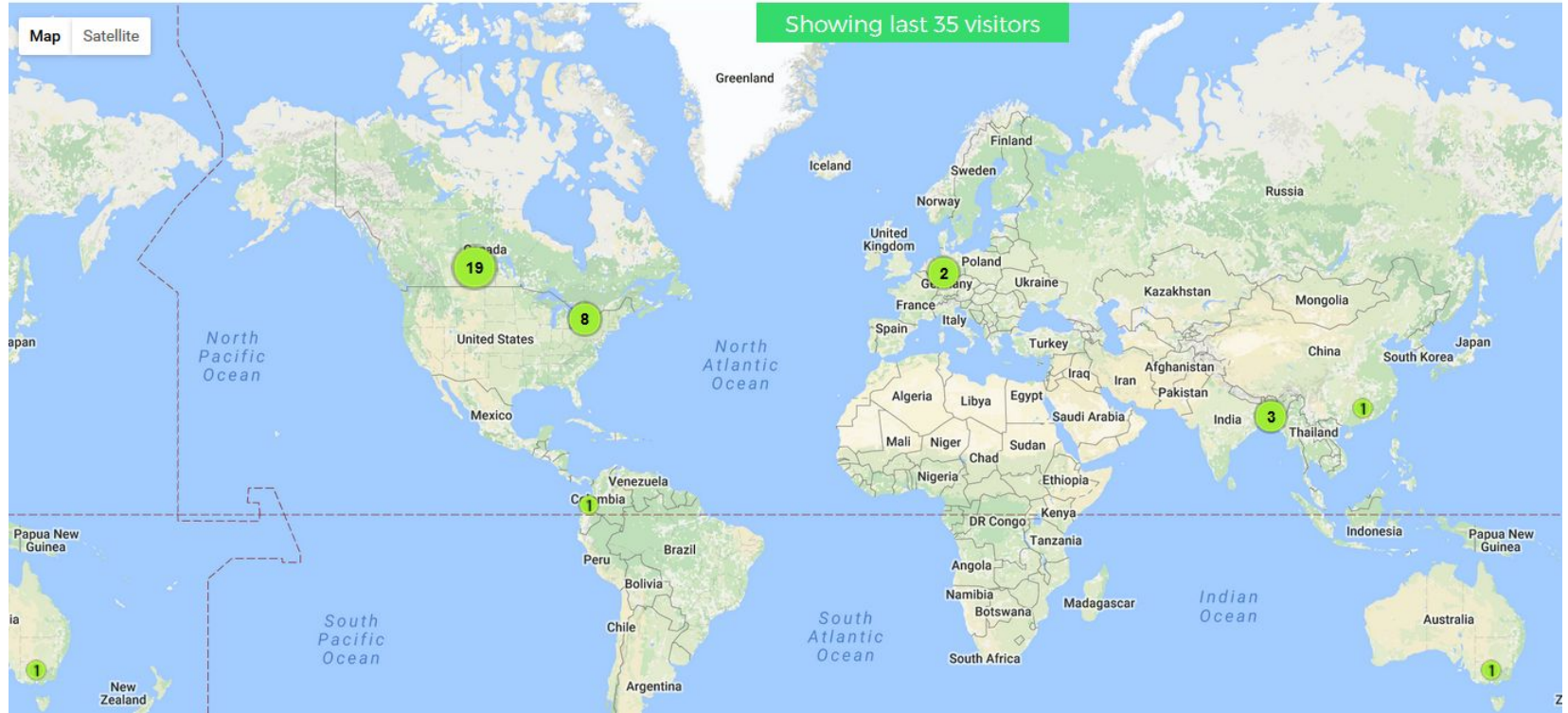
Promotion

Thank You

Technical Tips

- Buy a domain (yourname.com)
 - Do some basic SEO
 - Connect all your accounts
 - Use analytics to refine your strategy (spend your time where it really matters)
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YOUR VISITORS' LOCATION ?



Analytics Dashboard in Wix

Content & Design Matters

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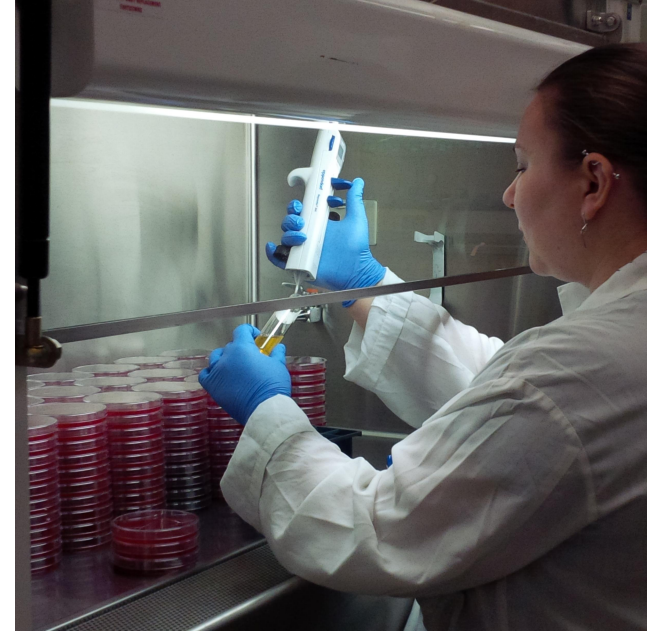
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*hint: one of these is a stock photo

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Promote Your Online Presence

- Include your website URL, Twitter handle, ORCID:
 - ◆ In your email signature
 - ◆ On your business cards
 - QR codes on research posters
 - Teaching and conference presentation materials
 - **Make your online presence part of your day-to-day scholarly & professional communication**
-

Thank You

Dr. Joe Rubin

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 @sluckylib

Slides will be available shortly via links from our websites and at ecommons.usask.ca